GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

B.C.Welfare Department – APSKWDC Ltd., - Communication strategy for the Kapu Corporation – Entrustment of Media Campaign to the AP Backward Classes Cooperative Finance Corporation Ltd., - Orders – Issued.

BACKWARD CLASSES WELFARE (C) DEPARTMENT

G.O.RT.No. 129 Dated: 08-09-2017

Read the following :-

1. Govt., Lr.No.963/C/A2/2017, Dated.19.05.2017.
2. From the MD, APSKWDC Ltd., Lr.No.44/2017/Communication Strategy, Dt.15.06.2017

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ORDER :

In the circumstances reported by the Manging Director, A.P.State Kapu Welfare and Development Corporation Ltd., Vijayawada in the reference 2nd read above, Government hereby entrust the selection of Agencies for the Media Campaign work of AP State Kapu Welfare and Development Corporation Ltd., to the A.P.Backward Classes Cooperative Finance Corporation Ltd., .

2. The Vice Chairman & Managing Director, AP.Backward Classes Cooperative Finance Corporation Ltd., Vijayawada shall take necessary action for formulating a micro-level action plan to launch the publicity campaign on the activities of B.C.Welfare Department and on Kapu Corporation's activities so as to reach the Government Programms to the Public in a befitting way.

3. While launching the publicity and spending the money prudently the instructions given by the Government from time to time shall be taken into consideration.

4. The VC & MD, APBCCFC Ltd., Vijayawada and the MD, APSKWDC Ltd., shall take necessary action accordingly.

5. This order issues with the concurrence of the Finance Department vide their U.O.No.40027/126/2017, dated.31.08.2017.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

B.UDAYA LAKSHMI
SECRETARY TO GOVERNMENT

To
The VC & MD, APBCCFC Ltd., Vijayawada.
The MD, APSKWDC Ltd., Vijayawada.

Copy to
The Director, B.C.Welfare, A.P., Vijayawada.
The OSD to M (BCW)
The PS to Secretary to Govt., (BCW).
The Finance (FMU.Welfare.2) Department.
SF / SC

//FORWARDED :: BY ORDER//

SECTION OFFICER